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Triple Crown Winner Represented by McNees Attorney



HARRISBURG, Pa. – (June 11, 2018) Justify won the 2018 Belmont Stakes in New York over the weekend, becoming the 13th Triple Crown winner and the second undefeated horse to gain the title.

McNees Wallace & Nurick LLC attorney Michael Doctrow and his team are representing Justify and his owners by handling the legal side of branding, marketing, endorsements and sponsorships. His team negotiated the sponsorship secured by Wheels Up, which resulted in the Wheels Up brand being visible at the Belmont, including on the Jockey's pants and the hats worn by Team Justify. They are responsible for licensing the JUSTIFY name and trademark, Justify's image and his owners' logos on a wide variety of products and merchandise. Doctrow and his team will also pursue counterfeiters.

Doctrow has represented several Triple Crown hopefuls including, among others, Smarty Jones, Barbaro, and California Chrome. This is his and the firm's first time representing a Triple Crown winner.

"After fourteen years of representing Kentucky Derby winners, I couldn't be happier," said Doctrow. "This is a great ownership group and Justify is a great thoroughbred. They deserve all the best. I can't wait to see Justify's next race."

David Kleppinger, McNees chairman said, "After representing so many outstanding Triple Crown contenders, McNees is thrilled to be playing a role in supporting Justify and his team as they enjoy their Triple Crown success."

Doctrow is Co-Chair of the McNees Intellectual Property Practice Group, and practices trademark, copyright, trade secret and advertising law with a focus on trademark clearance, registration and protection, copyright protection, and advertising and branding strategies. He is also a member of the McNees Racehorse and Food & Beverage Practice Groups.

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